

PROJECT NO. -1600

RESEARCH AND DEVELOPMENT DEPARTMENT
PROJECT OBJECTIVE AND BUDGET SUMMARY

TITLE OF PROJECT: CONSUMER PSYCHOLOGY DATE: March 1, 1968
BUDGET PERIOD: January 1, 1968 TO: December 31, 1968
PROJECT LEADER: W. Dunn DIVISION: T.P.I.
BUDGET SUMMARY (\$) :

DESCRIPTION	AMOUNT
Project Team	\$ 70,300
Services to the Project:	
Instrument Facility	\$ 1,000
Analytical Research	
General Analytical	1,000
Microscopy	
Sample Clearing	
Smoking Laboratory	
Physical Testing	300
Engineering and Shop	
Semi-Works & Tobacco Processing	2,000
Material Testing & Pilot Plant	
Flavor Development	
Subjective Evaluation & P.O.L.	
Other	
Cig. Dev. Div.	2,500
TOTAL SERVICES	\$ 6,800
Outside Laboratories and Consultants	\$
TOTAL PROJECT BUDGET	\$ 77,100

Objectives for Current Budget Period: To investigate new procedures for field testing, conduct human factor studies of men's shaving and hospital supply products and investigate psychogenetic correlates of smoking behavior

Project Personnel:

W. Dunn
M. Johnston

11/30/68 - 28,248.61/37%

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